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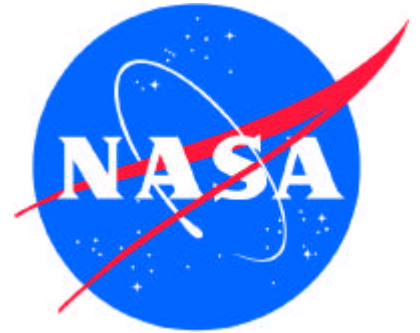
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August 27, 2002

Attention: All Web Design firms, Portal and Content Management Providers, and Interested Parties

Subject: Notification of Request for Proposal (RFP)—GLW-0822

The Jet Propulsion Laboratory on behalf of the National Aeronautics and Space Administration (NASA) is opening a Request for Proposals (RFP) to create a single portal for NASA to the public. This request is soliciting designs and technical implementation approaches for a OneNASA Portal on the World Wide Web to replace the current NASA Home Page (<http://www.nasa.gov>) and tie together NASA's public-facing web resources. The new OneNASA Portal will support the Administrator's "One NASA" philosophy: NASA conducts many different research and development programs in a variety of locations, but these distinct programs ultimately account for the combined efforts of a single Agency with a common vision and mission. Through this activity, we invite you to be our partner in creating *the* premiere Web presence on the Internet, both in its visual impact and in its intuitive usability. Our goal is for this portal to serve as a pre-eminent example of the *President's Management Agenda's* e-Gov initiative.



NASA's vision for the future is

- To improve life here
- To extend life to there
- To find life beyond

and contribute to our ability to

- To understand and protect our home planet
 - To explore the Universe and search for life
 - To inspire the next generation of explorers
- . . . as only NASA can*

We invite you to be part of making that vision become reality on the Web.

Designs should focus on NASA's unique mission and capabilities and draw on the wealth of resources, including text, imagery and multimedia, currently available from within the Agency from more than 1,000 web sites. Designs should be visually compelling, conveying the excitement and cachet of exploration, and tightly integrated into an intuitive interface that simplifies the user's navigation.

The solicitation will have two components: a design competition and an implementation phase. As part of the design competition, offerors will be asked to provide a look, feel, and top-level information architecture of the portal that is designed to reach out, support, and inspire NASA's public audiences. The offerors will also provide a general technology plan that outlines how they would implement the portal in relation to detailed requirements in the RFP. The technology plan will include a demonstration of the offeror's capability to fulfill the requirements, either alone or in partnership with others.

Up to four finalists will be selected from this competition in accordance with the criteria that is detailed in the RFP. The four finalists will be awarded contracts to fully provide/perform PDR in accordance with the RFP requirements. There will be a down-selection where one of the PDR contractors will be awarded a contract option to implement their design and supporting technical solution for a full, operational deployment on February 1, 2003.

Information on this competition can be found at <http://acquisition.jpl.nasa.gov/rfp/webportal> where the RFP, Specimen Contract, and associated General Provisions and Exhibits are now posted. Updates will be posted on Tuesdays and/or Thursdays. Please note that there are specific instructions in the use of the NASA insignia (Section 1.6 of the RFP).

The deadline for submitting all proposals is September 17, 2002. If selected as a finalist and awardee of PDR contract, you will be notified by September 24, 2002. Detailed proposals on the option for the full contract scope from the PDR contractors will be due on November 1, 2002. Oral presentations from the finalists will be in Washington, D.C. on November 4 and 5, and a final awardee of the full-scope contract option selected will be on November 7, 2002. There will be no extensions and all deadlines will be final.

Sincerely,

Greg L. Williams
Contract Negotiator